

THE WORLD HAS GONE
WACKADOO
FOR BLUEY





MOST STREAMED SHOW ACROSS ALL audiences



in the US!

Airing in over **140 countries**,
Bluey is everywhere!

#1 Children's
show on ABC



#1 show on CBeebies,
BBC iPlayer & #1
Preschool show on
Disney+

#1 show on free-to-air





Kidscreen

Best Animated Series 2024
(2 times in a row)



**2020 International
EMMY Kids Awards**
Pre-School



BAFTA
International Children's
and Young People
Award 2022

CHEESE & CRACKERS! BLUEY IS A BIG WINNER ON & OFF SCREEN

This little blue Heeler
pup continues to rack up
an incredible array of
Awards & Accolades



Peabody Award
Children's/Youth Winner
2023



UK Licensing Awards
Best Pre-School
Licensed Property 2023



Olivier
Best Family Show
(2024 nominee)



BLUEY IS A MULTI-GENERATIONAL PHENOMENON!

50/50
BOY/GIRL
SPLIT



BRINGS TOGETHER FAMILIES

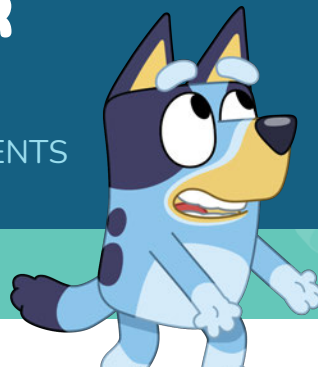
PARENTS | SIBLINGS | GRANDPARENTS

SWEET SPOT OF 3-6 YEAR OLDS

50/50 SPLIT OF BOYS & GIRLS
ACROSS CONTENT & PRODUCT

A WHOLE NEW AUDIENCE

TEENS | ADULTS WITHOUT KIDS





...AND A GENERATION
DEFINING, CULTURAL
Icon!

THE WORLD OF BLUEY KEEPS EXPANDING

154
EPISODES

WITH EVEN MORE WAYS TO ENJOY BLUEY CONTENT



80



ORIGINAL YOUTUBE
CONTENT



13



STYLE GUIDES
4 more coming soon!



40



LANGUAGES
Dubbed



50+

LOCATIONS

60+

CHARACTERS

BLUEY IS ROCKING IT AT RETAIL!

OVER \$1.3 BILLION SALES



**BLUEY WAS THE #2 PRESCHOOL
TOY CHARACTER PROPERTY**
in the U.S. in 2023

**IN THE UK BLUEY WAS THE #2 SELLING (Q4 23) AND
#2 FASTEST GROWING PRESCHOOL PROPERTY IN 2023**
Beating Marvel Universe





THE LICENSING REACH IS GLOBAL



50+
COUNTRIES



From plush toys to bedding,
the runaway success
of the brand is
painting the whole
world Bluey!

350+
LICENSEES

ZARA



Colgate

vtech

Crayola

TOMY

Penguin
Random
House

H&M





TikTok
3.6M
FOLLOWERS

YouTube
6M
SUBSCRIBERS

YouTube
17
LOCALISED CHANNELS

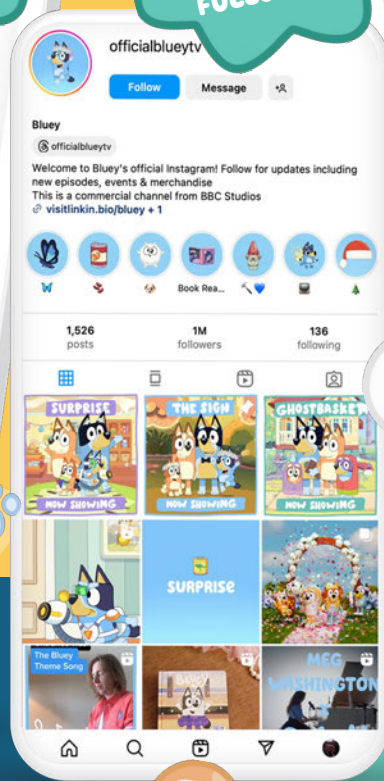
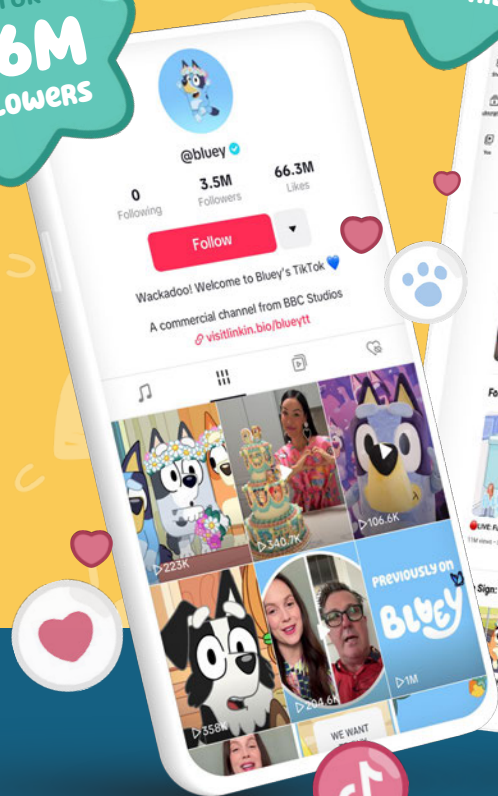
Instagram
1M
FOLLOWERS

Facebook
2.4M
FOLLOWERS

UNBEATABLE
DIGITAL ECOSYSTEM

7.3B

**LIFETIME VIDEO VIEWS
ON YOUTUBE**



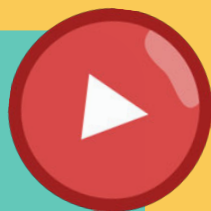
▲ 76%



BLUEY IS #1

Bluey has seen the fastest growth YoY in global YouTube views

(Feb23 – Feb24)



BLUEY BLOWS THE COMPETITION AWAY



497 Posts

2.1B
views



Bluey

260 Posts

28.7B
views

▼ 41%



Cocomelon

▲ 28%

3922 Posts

3.7B
views



Peppa Pig

▲ 37%

449 Posts

606M
views



HEY DUGGEE

667 Posts

416M
views

▼ 17%



GABBY'S DOLLHOUSE

▲ 33%

998 Posts

69m
views



PAW PATROL

YOY
GROWTH

WE ARE GETTING
READY FOR A

LONG HAUL

IN 2024



GLOBAL BRAND THEME

FAMILY TRIP 2024

HIT THE ROAD FOR THE
BIGGEST BLUEY
ADVENTURE
ever!



FAMILY TRIP

TAKES OFF
SUMMER 2024



TV CONTENT LAUNCHING FROM JUNE



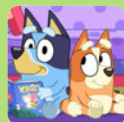
Bluey
Minisodes
On ABC,
Disney+, and
Disney Junior



2 x Themed
Broadcast
Compilations



THEMED DIGITAL ORIGINAL CONTENT



New VIP Book
reads launching in
September



Themed Clips,
Compilations and
more launching
across Bluey social
and digital



KEY PRODUCT LAUNCHES



Bluey Hero Toy
Plane Set



Camping Themed
Book



New Mobile App
Game / Videogame
Content



RUG ISLAND

Brand New Bluey
Album



LIVE EXPERIENCES



Bluey's
BIG PLAY

Bluey x CAMP
AN IMMERSIVE ADVENTURE

Moving to New Locations



New Immersive
experience



Bluey is back
at Macy's

WE'RE BUILDING
FOR THE
FUTURE!





**FIVE-year
PLAN FOR GLOBAL
BRAND THEMES**

**HIGHLY ANTICIPATED AND
ROBUST SLATE
OF NEW CONTENT**

**EXPANDING OUR
OFFERINGS ACROSS
ALL TOUCHPOINTS
FOR OUR AUDIENCES**

THE FUTURE'S BLUEY

5 YEARS OF GLOBAL BRAND THEMES



LET'S PLAY
CHEF

2025



BLUEY'S
**FRIENDS &
FAMILY**

2026



BLUEY'S
**OUTDOOR
ADVENTURE**

2027



Team
BLUEY

2028



BLUEY
LET'S PARTY

2029

2025 GLOBAL BRAND THEME

• LET'S PLAY CHEF •

CELEBRATING
ALL THE FUN
IN FOOD!



2025 GLOBAL BRAND THEME

THE AMBITION



Launch Theme

PR-Led Research

How role-play drives development

Australian
Celebrity Chef/Bluey
kids' cookbook

YouTube Cooking Class
"Mini bakes for
Mini hands"

Food Song Music Track
Launched

Global food-related
brand partnership

Bluey Big BBQ Day

Fundraiser around the
world – World's biggest
BBQ

Bluey Big BBQ Day

Retailer tie-in

Moose Supermarket Toy at retail

Let's Play Chef Activation @ Retail

Key Product Drivers
tied in the theme
Marketing and Retail

Halloween Special

Release Bluey Single
- The Time Warp

Time Warp
Dance Video:
Teach kids the steps

Halloween Retail
Promotion

Halloween Book Range

Xmas Special

Xmas Music Collab

Track Launched at
Marcy's Parade

Global Xmas
Campaign

Bluey Xmas Windows
(Global)
Fortnum & Mason
and more

Xmas Book Range

Q1

Q2

Q3

Q4

The ambition –subject to change

ROBUST CONTENT PIPELINE

The ambition – timings are approximate and subject to change

BROADCAST

International Rollout of Season 3 Continues

Bluey Minisodes

Seasonal Special

Bluey Minisodes

S4 episodes

S5 episodes

Bluey Minisodes

DIGITAL, AUDIO, GAMING

Crafts stop motion and book reads

Book Reads S2

Stop Motion Toy Videos

Drawing / Craft

Food

Family Fun

Friends

Rug Island Album 3

Annual Album

Annual Album

Audio episodes

Monthly gaming uploads in Let's Play App

2024

2025

2026

ALways-on content

From events to clips, arts & crafts to bespoke activations, all flooding Bluey platforms throughout 2025



The ambition – timings are approximate and subject to change



**THERE'S
SO MUCH MORE
IN STORE
FOR BLUEY FANS!**





WE'RE ONLY JUST
GETTING
STARTED!





LET'S
DO THIS!

